

Amendments to and listing of the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

1. (Currently Amended) A method of using a telephone device to allow a user to communicate with a remotely located entity, the telephone device including (i) a button which facilitates communication between the telephone device and the remotely located entity, and (ii) a wireless receiver, the method comprising:

(a) an object or a device connected to an object emitting a signal containing a telephone number of the remotely located entity;

(b) the wireless receiver receiving and automatically capturing the signal emitted by the object or the device connected to the object without selection of any buttons on the telephone device; and

(c) the telephone device automatically establishing two-way communication with the remotely located entity upon selection by the user of the button, wherein selection of the button causes the telephone device to automatically dial the telephone number of the remotely located entity.

2. (Original) The method of claim 1 wherein the object is a set-top box of a TV system, the method further comprising:

(d) the set-top box receiving the telephone number from broadcast signals sent over the TV system, wherein step (a) is performed by the set-top box emitting a signal containing the telephone number of the remotely located entity.

3. (Original) The method of claim 2 wherein the telephone device is a wireless telephone device having a base station in the set-top box, and the set-top box is hardwired to a telephone outlet, and wherein step (c) is performed by using the hardwired telephone outlet in the base station of the set-top box to establish two-way communication with the remotely located entity.

4. (Original) The method of claim 2 wherein the telephone device is a cellular telephone device, and step (c) is performed by using a cellular telephone network to establish

two-way communication with the remotely located entity.

5. (Original) The method of claim 1 wherein the automatic establishment of two-way communication with the remotely located entity in step (c) occurs by:

(i) the telephone device automatically dialing the telephone number of the remotely located entity and communicating user identity information to the remotely located entity, and

(ii) the remotely located entity using the user identity information to initiate a call to the telephone device.

6. (Original) The method of claim 5 wherein the user identity information is the telephone number of the telephone device.

7. (Original) The method of claim 1 further comprising:

(d) the user engaging in an audio session with a person or machine at the remotely located entity upon establishing the two-way communication.

8. (Original) The method of claim 1 wherein the telephone device includes transceiver circuitry associated with normal telephone communication functions which is separate from the wireless receiver, and the two-way communication in step (c) uses only the transceiver circuitry.

9. (Original) The method of claim 1 wherein the object is an outdoor sign or billboard.

10. (Original) The method of claim 1 wherein the device connected to an object is a wireless transmitter connected to a television, the method further comprising:

(d) the television receiving the telephone number from broadcast signals received by the television, wherein step (a) is performed by the wireless transmitter emitting a signal containing the telephone number of the remotely located entity.

11. (Currently Amended) A method of using a telephone device to allow a user to communicate with a remotely located entity, the telephone device including (i) a button which facilitates communication between the telephone device and the remotely located entity, and (ii) a wireless receiver, the method comprising:

(a) an object or a device connected to an object emitting a signal containing an electronic address of the remotely located entity;

(b) the wireless receiver receiving and automatically capturing the signal emitted by the object or the device connected to the object without selection of any buttons on the telephone device; and

(c) the telephone device automatically establishing communication with the remotely located entity upon selection by the user of the button, wherein selection of the button causes the telephone device to automatically contact the electronic address contained within the emitted signal.

12. (Original) The method of claim 11 wherein the electronic address is a web site address of the remotely located entity, and selection of the button causes the telephone device to automatically go to the web site address of the remotely located entity.

13. (Original) The method of claim 12 wherein the telephone device further includes (iii) a display screen that displays content, the method further comprising:

(d) the web site of the remotely located entity displaying content on the display screen retrieved by the telephone device during the communication with the remotely located entity.

14. (Original) The method of claim 11 wherein the automatic establishment of two-way communication with the remotely located entity in step (c) occurs by:

(i) the telephone device automatically dialing the telephone number of the remotely located entity and communicating user identity information to the remotely located entity, and

(ii) the remotely located entity using the user identity information to initiate a call to the telephone device.

15. (Original) The method of claim 14 wherein the user identity information is the telephone number of the telephone device.

16. (Original) The method of claim 11 wherein the telephone device includes transceiver circuitry associated with normal telephone communication functions which is separate from the wireless receiver, and the communication in step (c) uses only the transceiver circuitry.

17-29. (Canceled)

30. (Currently Amended) A method of using a wireless telephone device and a set-top box of a TV system to allow a user to communicate with a remotely located entity, the wireless telephone device including a button which facilitates communication between the telephone and the remotely located entity, the set-top box including a base station of the wireless telephone device, the set-top box being in communication with a telephone system and being connected to a television, the method comprising:

(a) the set-top box storing a telephone number and causes telephone number information to be displayed on the television; and

(b) upon selection by the user of the button, the telephone device sending a signal to the set-top box to dial the telephone number that is stored in the set-top box, thereby establishing two-way communication between the telephone device and the remotely located entity via base station and the telephone system.

31. (Original) The method of claim 30 further comprising:

(c) the set-top box prestoring a listing of telephone numbers corresponding to specified television stations, wherein the telephone number dialed in step (b) is the prestored telephone number of the currently active television channel.

32. (Original) The method of claim 31 further comprising:

(d) the television station automatically forwarding any received telephone calls to a telephone number of the remotely located entity.

33. (Original) The method of claim 30 wherein the establishment of two-way communication with the remotely located entity in step (b) occurs by:

(i) the telephone device sending a signal to the set-top box to dial the telephone number of the remotely located entity and communicating user identity information to the remotely located entity, and

(ii) the remotely located entity using the user identity information to initiate a call to the telephone device.

34. (Original) The method of claim 33 wherein the user identity information is the telephone number of the telephone device.

35. (Original) The method of claim 30 further comprising:

(c) the user engaging in an audio session with a person or machine at the remotely located entity upon establishing the two-way communication.

36. (Original) The method of claim 30 wherein the telephone system is external to the TV system.

37. (Original) The method of claim 30 wherein the telephone system uses the TV system for establishing and maintaining the two-way communication.

38. (Original) The method of claim 30 wherein the telephone number information is the telephone number stored at the set-top box.

39. (Original) The method of claim 30 wherein the telephone number information is a telephone icon which indicates that the telephone number stored at the set-top box will be dialed upon selection of the button.

40. (Original) The method of claim 30 wherein the telephone number information is the telephone number stored at the set-top box and a telephone icon which indicates that the telephone number stored at the set-top box will be dialed upon selection of the button.

41. (Original) The method of claim 30 further comprising:

(c) the set-top box receiving the telephone number which is stored in step (a) from broadcast signals sent by the TV system.